

## THE M WORDS

### Money and Marketing in Private Practice

"I am never sure what to charge, how to collect, and what to do when someone doesn't comply with my fee policy. Actually, I'm not even sure I have a fee policy!" "I have difficulty asking people to pay me money for my work." "I am ashamed to admit how much money I am owed because of my problems dealing with money and fees."

These remarks, and more, express the difficulty so many independent social work practitioners have in setting and collecting fees; developing and enforcing policies on cancelled or broken appointments, vacations, and "special situations," and in the general financial management of their practices.

This workshop will address the various financial issues confronting the independent social work practitioner. Sample fee policy statements, collection strategies, and client letters addressing all money and fee-related issues will be provided to all workshop participants.

The claim of many social workers in private practice that they were never taught how to run a business in graduate school and do not know how to market themselves, while valid, is the ingredient of self-defeat. Many who do understand the importance of effective marketing still do not do it, believing that it is professionally unacceptable or personally reprehensible. When social workers are taught basic marketing skills and how to apply them to the private practice of clinical social work and when they can recognize personally and professionally sound and responsible ways to market their practices, resistances ease, excuses cease, and effective marketing begins!

In this workshop, participants will be given a "mini-course" in basic marketing principles and their application to private practice. They will be shown how marketing respects and utilizes social work knowledge, skills, and values acquired during training and experience in the field. Examples of activities that demonstrate effective marketing and clinically sound professional behavior will be identified and discussed.

Instructors: **RICHARD JOELSON, D.S.W.**  
**DONALD CORNELIUS, D.S.W.**

Fee: \$100  
Sunday, February 26, 10 am - 4:15 pm

*Seating is limited. Registration accepted on a first come basis. Fee is fully refundable upon notification prior to February 24.*

## REGISTRATION FORM

Winter Semester - 1999

Name \_\_\_\_\_

Address \_\_\_\_\_

Agency \_\_\_\_\_

Home Tel: \_\_\_\_\_

Off. Tel: \_\_\_\_\_

Previous Enrollment \_\_\_\_\_ (term/yr)

MSW \_\_\_\_\_ (year)

I wish to register for:

- ☐ Public Policy
- ☐ Financial Planning
- ☐ Personnel Management
- ☐ Program Monitoring
- ☐ Microcomputers in Social Work
- ☐ Supervision
- ☐ Peer & Group Supervision
- ☐ Private Practice Workshop

Enclosed is full payment or my agency statement of commitment in the amount of \$ \_\_\_\_\_

Administration Courses: \$185  
Computer Course Lab Fee: \$ 10  
Private Practice: \$100

Classes are limited in size. Applications will be considered in order of arrival. The attached application form should be returned with the appropriate fees no later than January 7 (this does not apply to the Private Practice workshop). Applicants will be notified of acceptance. Make checks payable to: Post Graduate Certificate Program; send to 129 East 79th St., New York, NY 10021, attn. H. Weissman. Questions relating to Post Graduate Programs may be referred to Harold Weissman at 452-7023.

**WITHDRAWAL:** Students who withdraw before classes commence will be reimbursed for full fees: after first class, 75%; after second class, 50%; No reimbursement can be made after that. The program reserves right to cancel courses with insufficient enrollment. All fees will be refunded.

Monday administration classes begin January 11, Tuesday classes begin January 19.

**Hunter College of The City University of New York**  
**School of Social Work**  
**129 East 79th Street**  
**New York, N.Y. 10021**

Non-Profit Org.  
U.S. Postage  
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Permit No. 8754

**WINTER '99**

**CLASSES IN SUPERVISION  
AND ADMINISTRATION**

&

**THE M WORDS: Money &  
Marketing in Private Practice**

MS. PAULINE V. ROSE  
APT. 1A  
31 BEACH 31 ST. ST.  
FAR ROCKAWAY, NY 11691

## **POST GRADUATE CERTIFICATE IN SOCIAL WORK ADMINISTRATION**

**DESIGN AND CERTIFICATION:** This program is designed for persons holding an MSW degree. All courses involve a practice component and all faculty members are practicing administrators. The program operates on a trimester schedule with fall, winter, and spring offerings. Courses consist of ten sessions. **Certification** indicates competence in particular administrative or supervisory areas of study. To receive the Post Masters Certificate in Administration a student must take six core courses and a practicum geared to integrating the core (Case Studies in Agency Management) plus one other elective practicum designed to provide specialized skills in an area of student choice. Electives may also be selected from courses offered in the Diploma program in Supervision or the Center for Computers.

**ADMINISTRATION CORE CURRICULUM:** *Organizational Theory, Personnel Management, Financial Planning & Control, Public Policy; Organizational Response, Management Technology, Program Monitoring & Evaluation*

### **A DIPLOMA IN SOCIAL WORK SUPERVISION AND TRAINING**

The Diploma in Social Work Supervision and Training is granted to students who complete a general course in Supervision, a course in Case Studies in Supervision, one in Training & Consultation, and one in Peer & Group Supervision. The Diploma is a separate program and may be pursued apart from the Certificate Program in Social Work Administration.

**SUPERVISION CORE CURRICULUM:** *Supervision, Case Studies in Supervision, Group Supervision, Training & Consultation*

Certification for both programs is optional. Students are not required to pursue either certificate and may take any individual core or practice course related to their professional interests. Students who pursue the certificates may take any course during any trimester depending on their own personal needs. There is no time limit for attaining the certificate. Students who began the Fall terms with the intention of attaining the administration certificate in 4 consecutive trimesters should take Financial Planning and Program Monitoring this term. The Hunter College School of Social Work and the Center for the Study of Social Administration will award the Certificates. The fee for certification is \$20, payable upon completion of all exams.

## **WINTER OFFERINGS '99: JANUARY 11 - MARCH 20**

*(All Courses are Tax Deductible)*

**MICROCOMPUTERS IN SOCIAL AGENCIES:** The purpose of the course is to familiarize workers with the rudiments of computer systems and the ways in which they may be used by individuals or agencies. Students will be given "hands-on" laboratory experience to learn to operate the PC as well as learn the use of spreadsheet, word processing, and data base software. Students work and practice on an IBM-PC each week. **INSTRUCTOR:** A.E. Dryflus, Computer Consultant. **TIME:** Monday, 5:50-7:25 pm

**PROGRAM MONITORING & EVALUATION:** Provides an introduction to the various techniques, methods, and concepts of program monitoring and evaluation. Social research techniques will be emphasized. Students will be taught to apply appropriate evaluation methodologies to specific programmatic situations related to their jobs. **INSTRUCTOR:** Jackie Starkey, DSW, Program Specialist, NYS OMR/DD. **TIME:** Monday, 7:30-9:10 pm.

**FINANCIAL PLANNING & CONTROL:** Principles and processes of budgeting and cost accounting will be taught as tools for program managers. The impact of these processes on an agency as well as on different levels of staff will be analyzed. Utilizing simulated materials, students will learn to employ basic budgeting and cost accounting techniques. **INSTRUCTOR:** Jo-Ann Herz, Director, United Way of New York City. **TIME:** Monday, 5:50-7:25 pm.

**PUBLIC POLICY: ORGANIZATIONAL RESPONSE:** The purpose of this course is to teach students how policy is developed at various governmental levels and how it affects the ongoing operation of programs. Students will learn how to influence the development of policy as well as the techniques for monitoring the implementation of policy in a variety of fields, including health, mental health, and child welfare. **INSTRUCTOR:** Peter Beitchman, MSW, Deputy Director, The Bridge, Inc. **TIME:** Tuesday, 5:50-7:25 pm.

**PERSONNEL MANAGEMENT:** Examines different approaches to problems of personnel administration including collective bargaining with unions; salary administration; fringe benefits; grievances; working conditions; recruitment; hiring-firing; staff development; evaluations/ references; retirement/pensions. Students will learn basic techniques of personnel administration drawn from case studies of social service and health agencies. **INSTRUCTOR:** Sandra Malkin, Dir. of Human Resources, Jewish Child Care. **TIME:** Tuesday, 7:30-9:10 pm.

**SUPERVISION:** Supervisors must learn to teach, evaluate, and manage workers. Changing roles and perspectives are a constant challenge. Handling conflict and tension is a bureaucratic necessity. Through discussion and role plays, students will expand their conceptual understanding of supervision and leadership. **INSTRUCTOR:** Karen Vicente, MSW, Adjunct Lecturer, Empire State College. **TIME:** Monday, 5:50-7:25 pm.

**PEER & GROUP SUPERVISION:** Students will learn the basic techniques and processes of peer and group supervision. Their job-related supervisory experiences will be utilized as the basis of class presentations, role plays, and discussions. The class will be operated as a peer group to model group processes. **Prerequisite:** A basic course in Supervision. **INSTRUCTOR:** Carolyn Messner, MSW, Director of Education & Training, Cancer Care. **TIME:** Monday, 5:50-7:25 pm.